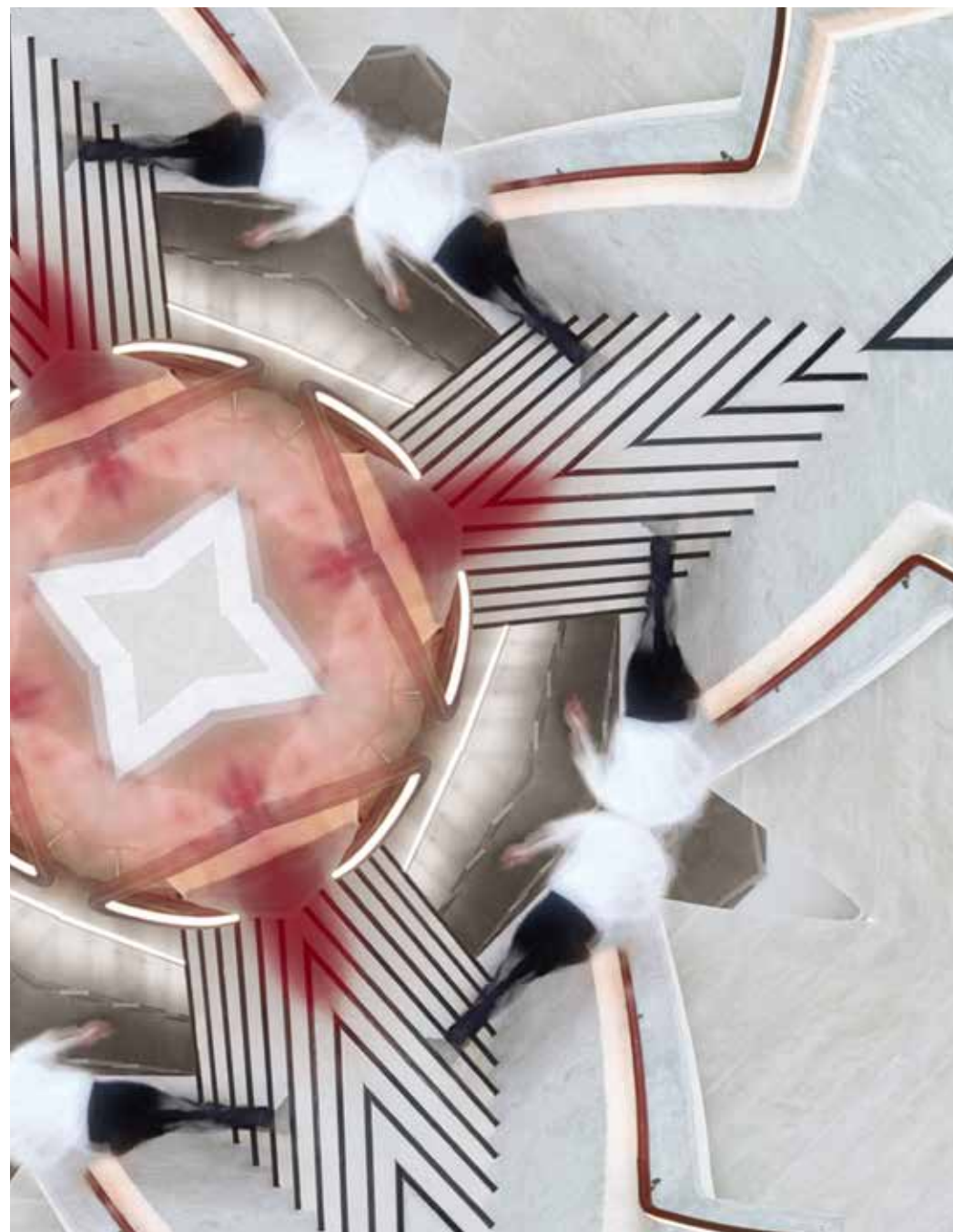


# ARTHUR COX



OCTOBER 2019

Visual identity  
guidelines

## 1.2 ABOUT US AND OUR BRAND

## Our core brand elements overview

Our visual identity consists of core brand elements including our logo, typography, colours, graphic devices, imagery and tone of voice. Each element should be used carefully and consistently. Together, all of our brand elements aim to convey a look and feel that is distinctly ours.

## 3.0 LOGO

ARTHUR COX



## 4.0 FONTS

Earlsfort  
AaBbCc  
012345

ADIEU  
ABCDE  
012345

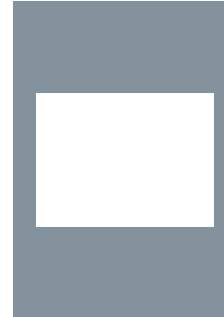
Open Sans

Light AaBbCc 012345  
Regular AaBbCc 012345  
Semi-bold AaBbCc 012345  
Bold AaBbCc 012345

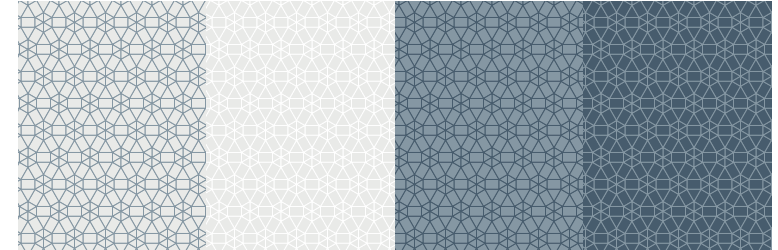
## 5.0 COLOURS



## 6.0 OUR CANVAS



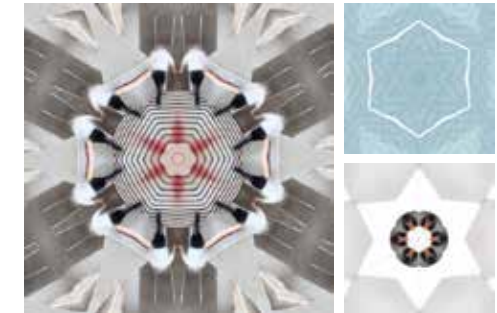
## 7.0 PATTERN



## 8.0 IMAGERY



## 9.0 GRAPHIC IMAGERY STYLE












## 3.5 OUR LOGO

## Logo don'ts

It's important to maintain the integrity of our logo. This page shows some common mistakes when reproducing artwork.

The logo must never be altered, re-drawn, or manipulated in any way.

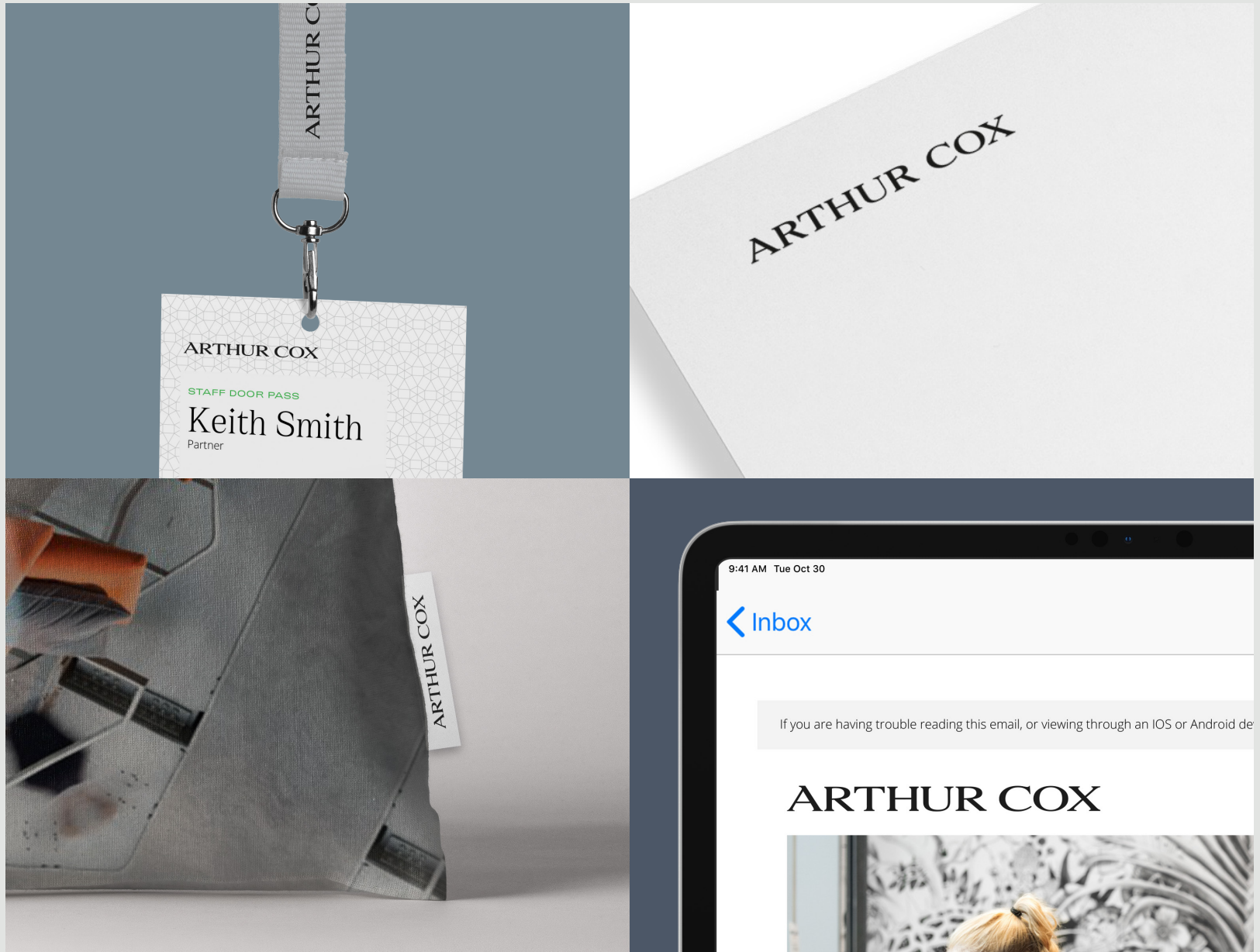
 <p>Do not distort the logo</p>	 <p>Do not rotate the logo</p>	 <p>Do not change the colour of the logo</p>
 <p>Do not stack the logo</p>	 <p>Do not use the old logo</p>	 <p>Do not add effects such as a drop shadow to the logo</p>
 <p>Do not recreate the logo</p>	 <p>Do not place the logo inside the Canvas</p>	 <p>Do not outline the logo</p>

### 3.3 OUR LOGO

## Logo positioning

The preferred positioning of the Arthur Cox logo for most applications, including stationery and literature covers, is at the top left hand corner.

The only time this rule might differ is when a narrow vertical application is required - a good example might be a small printable area on merchandise such as a narrow tag or the length of a lanyard (shown opposite). Please contact the marketing team for approval.



## 4.1 TYPOGRAPHY

## Our brand fonts

The way we use typography helps define our tone of voice and how our audience perceives us.

We have three brand fonts which each have individual uses.

# Our headline font is Earlsfort

**Earlsfort is an elegant typeface that combines classic forms and a vertical axis with sharp, pointy serifs. Its character symbolises our Irish roots.**

Earlsfort must:

- only be used in sentence case
- be used for main headlines and titles
- be used in moderation
- be paired with Adieu where applicable

## OUR SUPPORTING FONT IS ADIEU LIGHT

**Adieu is a contemporary extended font, we use Adieu to complement the extended nature of our logo.**

Adieu must:

- always be used in ALL CAPS, never use sentence case
- be used for secondary titles, caption titles and digital navigation
- be used in moderation
- be paired with Earlsfort where applicable

### We use Open Sans Semi-bold for bodycopy subtitles

Open Sans is a versatile font which comes in a range of weights.

Light AaBbCc  
Regular AaBbCc  
Semi-bold AaBbCc  
Bold AaBbCc

**Open Sans a sophisticated, yet modern typeface. It's legible at smaller sizes and has a large typographic range that includes accents and non-Latin characters. Open Sans is a versatile font which comes in a range of weights.**

Open Sans must:

- always be used in sentence case, never use ALL CAPS
- be used for all body copy content

## 4.3 TYPOGRAPHY

### System fonts

For day-to-day office applications, it is necessary to use a universally available system font to ensure that text displays as intended (for example when sent electronically to external parties).

In these instances we use Georgia and Verdana, in a range of styles and weights, including bold and italic as shown opposite.

The fonts we use depend on the applications and programmes we are using.

# Our system font for headline is Georgia Regular

**We use Verdana bold  
for bodycopy subtitles**

Verdana is a system font  
universally available to all  
computer system users.

Light AaBbCc  
**Bold AaBbCc**

**Georgia is a universally available font across all computer systems.**

Georgia must:

- only be used where our brand fonts are unavailable or where a document might be shared externally
- only be used in sentence case
- be used for main headlines and titles
- only be used at regular weight, never bold
- be used in moderation

**Verdana is a universally available font across all computer systems.**

Verdana must:

- always be used in sentence case, never use ALL CAPS
- be used for all body copy content



## 5.1 COLOUR

## Colour values

Colour is a key part of our brand and is used to bring our communications to life.

The specifications for all colours are shown here.

Our core palette is black and white, supported by a series of cool greys. When appropriate, we use our highlight palette, this palette must be used in moderation to highlight key words and figures. See the following page on how to use highlight colours.

<b>White</b> RGB 255 255 255 HEX/HTML FFFFFFFF CMYK 0 0 0 0		<b>Black</b> RGB 0 0 0 HEX/HTML 000000 CMYK 0 0 0 100			
<b>Dove</b> PANTONE Cool Grey 1 RGB 215 217 214 HEX/HTML D9D9D6 CMYK 4 2 4 8		<b>Silver</b> PANTONE 7544 RGB 118 134 146 HEX/HTML 768692 CMYK 33 14 11 38		<b>Slate</b> PANTONE 7545 RGB 66 85 99 HEX/HTML 425563 CMYK 47 32 18 54	
<b>Highlight red</b> PANTONE 3516 RGB 240 83 35 HEX/HTML D1350F CMYK 0 83 100 0	<b>Highlight yellow</b> PANTONE 1375 RGB 255 158 27 HEX/HTML FF9E1B CMYK 0 45 94 0	<b>Highlight chartreuse</b> PANTONE 390 RGB 181 189 0 HEX/HTML B5BD00 CMYK 27 0 100 3	<b>Highlight green</b> PANTONE 7480 RGB 0 191 111 HEX/HTML 00BF6F CMYK 78 0 74 0	<b>Highlight blue</b> PANTONE 285 RGB 0 114 206 HEX/HTML 0072CE CMYK 90 48 0 0	<b>Highlight purple</b> PANTONE 2367 RGB 79 76 177 HEX/HTML 4F4CB1 CMYK 80 72 0 0

## 5.2 COLOUR Using colour

Our highlight colours must be used in moderation.

Where possible we use highlight colours which complement our imagery.

Colour should be used as an element of surprise or an interactive element such as a roll-over state within digital applications. Colour use must be considered, selective and minimal.

# Our **highlight** colours allow us to emphasise keywords

## 100%

Key numbers may be written in Earlsfort and pulled out in a highlight colour

Following details must be followed in Open Sans.

## 3/4

Key numbers may be written in Earlsfort and pulled out in a highlight colour

Following details must be followed in Open Sans.



## 1/2

Key numbers may be written in Earlsfort and pulled out in a highlight colour

Following details must be followed in Open Sans.



Where possible our **highlight** colours complement our imagery



Where possible our **highlight** colours complement our imagery





## 7.1 OUR PATTERN

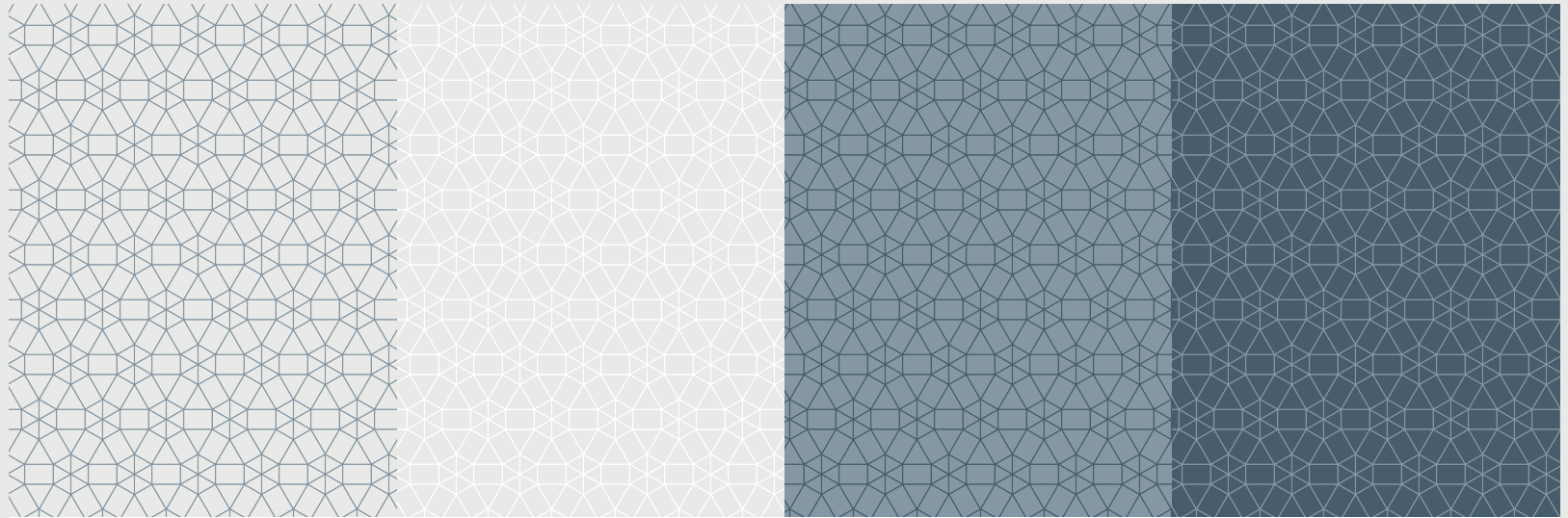
### Our pattern

Our pattern has been designed to reflect the abstract impressions created by a kaleidoscope, reflecting our unique and ever-changing view on the world. Our pattern mirrors the look and feel of our graphic imagery style.

Our pattern exists in our brand grey palettes. The pattern may be used at any scale, from a large graphic to small detailed texture.

The pattern has been designed to tessellate.

The pattern must never be used in the highlight palette.



PATTERN COLOUR WAYS



The pattern may be used at any scale, from a large graphic to small detailed texture.

SOME EXAMPLES USING OUR BRAND PATTERN

# ARTHUR COX

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